

## Ticketing – How to Create an Event

<i>Speech</i>	<i>Cursor Actions</i>
<p>Before watching this video, watch these:</p> <ul style="list-style-type: none"> <li>• Ticketing - Overview</li> <li>• How to Define Venues and Seat Blocks</li> <li>• How to Define Price Schemes</li> <li>• How to Define Other Ticketing Lookup Lists</li> </ul>	<p>Show slide: Watch these first:</p> <ul style="list-style-type: none"> <li>• Ticketing - Overview</li> <li>• How to Define Venues and Seat Blocks</li> <li>• How to Define Price Schemes</li> <li>• How to Define Other Ticketing Lookup Lists</li> <li>• How to Create Ticket Templates</li> </ul>
<p>Your organization may present performances, run fundraising events, or host dinners, conferences, or other special events to draw attention to your cause.</p>	<p>Show slide: You may host:</p> <ul style="list-style-type: none"> <li>• performances</li> <li>• fundraisers</li> <li>• dinners</li> <li>• conferences</li> <li>• concerts</li> <li>• appreciation nights</li> <li>• sports events</li> <li>• and more!</li> </ul>
<p>You may sell tickets to these events, or you may just track attendance or donations made at an event. In either case, before you can start tracking this information, you must create the event in your database.</p>	<p>Show slide: You may need to track:</p> <ul style="list-style-type: none"> <li>• tickets sold for an event</li> <li>• event attendance</li> <li>• donations made at an event</li> </ul>
<p>In the main Sumac console, there is an Events menu. When you expand Events,</p>	<p>Show console, point to “Events” expand “Events”</p>
<p>You will see two lists: the Event List, and the Ticket Orders list.</p>	<p>Point to Events Point to Ticket Orders</p>
<p>The Event list stores the details associated with each event, like the date and time.</p>	<p>Point to Events</p>
<p>The Ticket Orders list stores ticket orders sold for events.</p>	<p>Point to Ticket Orders.</p>
<p>If you are <i>not</i> using Sumac Ticketing, you will <i>not</i> see a button for Ticket Orders.</p>	<p>Point to Events</p>
<p>To add a new event, open the Events list.</p>	<p>Click “Events”</p>
<p>Click New to add a new event.</p>	<p>Click “New”</p>
<p>First, give your event a name.</p>	<p>Enter Name: Annual Fundraiser</p>
<p>You can also enter a description, which is a more detailed description of the event. If you use Sumac Ticketing, this description provides extra information to internal ticket sellers for quick reference when they are on the phone with a buyer.</p>	

<p>The “Name on Web” field is used if you have integrated Sumac Ticketing with your website for selling tickets online. If you want the event name on your website to be different from your internal name for this event, put the web name in this field. If this field is empty, then Sumac uses the Event Name field on your website too.</p>	<p>Enter Name on Web: 2015 Annual Fundraising Night</p>
<p>Choose a Venue to indicate where the event occurs.</p>	<p>Select Venue: Central Ballroom 40</p>
<p>You can specify a default account code for this event. If you choose an account here, Sumac will know to use this account code for tickets sold to this event, or donations made at this event. Note that, even if you specify the account code here, you can always override the account code when recording the ticket sales or donations.</p>	<p>Select Account: “4550 Ticket Sales”</p>
<p>Choose an Event Type, which captures the basic nature of this event.</p>	<p>Select Event Type: fundraiser</p>
<p>If this event is part of a Campaign you are running, specify the Campaign's name here.</p>	<p>Point to Campaign field</p>
<p>If you wish to prevent a single contact from buying a large number of tickets, specify the maximum number of tickets per contact here. Note that this is an optional field, so you do not need to fill this in if you are not enforcing a maximum number of tickets per contact.</p>	<p>Specify Max Tickets/Contact: 6</p>
<p>Choose the date on which the event occurs.</p>	<p>Select Date: 2015-11-27</p>
<p>If the event takes place over several days, then you can enter the last date in the “End Date” field. If this is a one-day event, leave the End Date field blank.</p>	<p>Point to End Date</p>
<p>Specify the time of day when the event occurs. This could be a specific time of day, like 7:00 p.m. But note that Sumac does not check this field to make sure it is a valid time of day. So you could put something like “sunset,” or a time period like “1:00 p.m. - 4:00 p.m.” For this example, let's say the event starts at 7 p.m.</p>	<p>Enter Time of Day: 7:00 p.m. Erase that, and enter Time of Day : Sunset Erase that and enter: 1:00 p.m. - 4:00 p.m. Erase that and enter: 7:00 p.m.</p>
<p>If you are using Sumac Ticketing, this field indicates when the tickets sales for this event begins. For this example, let's say we're going to begin selling tickets a little over a month before our event takes place.</p>	<p>Enter Ticket Sales Start On: 2015-10-23</p>
<p>If you are using Sumac Ticketing, you should also specify when ticket sales are no longer available for this event. For this example, let's say we're going to sell tickets right up until the date this event takes place.</p>	<p>Enter Ticket Sales End on: 2015-11-27</p>

<p>You can even specify the time of day the ticket sales are no longer available. This is especially helpful for performance events at theatres. If the event starts at 7 p.m., you may want to stop selling tickets at 4 p.m. that day, so that you can print off any unsold tickets and sell them as rush seats at the door.</p>	<p>Enter: 4:00 p.m.</p>
<p>Choose the appropriate Price Scheme for this event.</p>	<p>Choose Price Scheme: Central Ballroom Evening Pricing</p>
<p>If you are using Sumac to print physical tickets for this event, choose the layout file for printing the tickets here.</p>	<p>Choose Ticket Layout</p>
<p>If you need to make an event Inactive, put a check mark here. Inactive events can be removed from the choices for searching and entering donations or communications.</p>	<p>Point to Inactive check box</p>
<p>Click the “Sold Out” check box to indicate that this event is sold out. If you have integrated Sumac with your website, and mark an event as sold out, this status will display on your website.</p>	<p>Point to Sold Out check box</p>
<p>If the event has been canceled, put a check mark here.</p>	<p>Point to Canceled check box</p>
<p>If you have integrated Sumac Ticketing with your website, this check box indicates that you <i>do not</i> want this event to appear on your website. This means that tickets to this event are only available to people who call in or come in to your box office, rather than being made available online.</p>	<p>Point to Do not display on web check box</p>
<p>If you have integrated Sumac Ticketing with your website, the “Do not show unsold seat count on web” check box means that patrons buying tickets online will <i>not</i> be able to see how many seats are still available.</p>	<p>Point to Do not show unsold seat count on web check box</p>
<p>You can specify up to five revenue sources for each event. If you have made revenue from this event, perhaps by selling refreshments or programs for the event, you can record the revenue here. Note that Sumac can automatically calculate the donations from an event, as well as event attendance, and display that information as columns in your event list. So you do not need to use the Revenue fields for that type of information.</p>	<p>Point to Revenue fields</p>
<p>You can also specify up to five expenses for this event. If you have incurred expenses in presenting this event, perhaps for material rentals, or printing expenses, you can specify them here.</p>	<p>Point to Expense fields</p>
<p>You can also update the Event Preferences in your database to rename these Revenue and Expense fields to have more meaningful labels, rather than having them labeled generically as A, B, and C.</p>	

<p>If you have recorded revenue and expenses for this event, and have reconciled this information with your accounting system, put a check mark next to “Reconciled.” Putting a check mark here locks the Revenue and Expense fields. Only users who are allowed to edit Ledger Entries are allowed to click this check box.</p>	<p>Point to Reconciled</p>
<p>The Internal Description field provides details about the event that should be available to people selling tickets in your box office. This is not displayed on your website.</p>	<p>Point to Internal Description</p>
<p>If some discount coupons can be applied to tickets purchased for this event, use these drop-down menus to choose any applicable coupons.</p>	<p>Point to coupon fields</p>
<p>Click OK to save this event.</p>	<p>Click OK</p>
<p>Use the Duplicate button to enter a series of events. For example, if you have several performances of a particular production, on different nights, select the event you just entered</p>	<p>Make sure last event entered is selected</p>
<p>And click the “Duplicate” button to make a copy of it.</p>	<p>Click Duplicate</p>
<p>Once you've made the copy, you can update any of the event details, like the date or time fields, as required.</p>	<p>Point to Date and time fields.</p>
<p><i>You should now move on to more training videos to learn more about managing Events and Ticketing in Sumac!</i></p>	<p><i>Slide: “Move on other Ticketing How-to Videos”</i></p>